



A GOOD CATCH REQUIRES A SOPHISTICATED APPROACH

Attracting the perfect candidate requires a highly specialized set of talent acquisition tools. So iCIMS specifically designed software to proactively build pools of talent, recruit and track new applicants, and onboard the next great, new hire. To learn more, visit iCIMS.com.

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Hiring Manager Experience:

Where It Goes Wrong – And How To Get It Right

With Susan Vitale, Chief Marketing Officer, iCIMS

Talk to hiring managers, and 61 percent say recruiters have a “low” level of understanding of the jobs for which they’re recruiting. Talk to recruiters, and 80 percent believe they have a “high” to “very high” understanding of those same jobs.

Further, 80 percent of hiring managers say recruiters inadequately screen candidates. And hiring managers consistently complain recruiters do not have an adequate talent pool to draw from when they have to source frequently filled positions. *Result:* Real frustration among hiring managers and recruiters alike.

That’s according to Susan Vitale, Chief Marketing Officer of iCIMS. Susan recently offered her insights on hiring manager experience:

Q: How does hiring manager experience get off track?

A: One way is the technology itself. Hiring managers are typically last on the totem pole when it comes to being considered for software. Recruiters don’t take the opportunity to bring in hiring managers and gain their perspective on how the recruiting process works.

Q: So software often isn’t friendly to hiring manager’s experience ?

A: Sometimes, it’s the recruiter, but sometimes, hiring managers aren’t doing enough. They are either not communicating exactly what they need – “who would you clone for this position” – or they’re not getting back to recruiters. One of our clients sets up dashboards within the software to show staff ranking – how they’re doing and what their metrics are. That visibility is important, so the recruiting leaders can have frank and open discussions with managers. What

comes out of these conversations is a greater understanding of how to communicate the necessary worker qualifications.

Q: How do the talent pools fit in?

A: Hiring managers feel recruiters shouldn’t have to start from scratch each and every time. We’ve added in our functionality the ability to build talent pools, by department, by function, or by geography. So it could be anything like a finance talent pool to entry-level careers talent pool, to careers in a Portland, OR, talent pool. Whatever the business really decides. And allowing hiring managers to see that and which candidates we’re talking to.

These are people that you’re nurturing, inviting to recruitment events, sending out press releases that when your company has done a bang up job about something or won an award. The software gives them more functionality to warm up that talent pool and not just have

candidates sitting in the database.

Q: What else do we need to do to improve hiring manager experience?

A: One of the things that drives recruiters and hiring managers apart is when the manager feels like the recruiter wasted their time with a bad candidate. You begin an in-person interview and within 30 seconds you know this is not your new hire, and you have to be polite and sit there for 30 minutes to be respectful of the candidate.

What we’ve really been embracing is the concept of using video like an in-between phone screen and interview. During the application process, the candidate gives a 30 to 90 second video introduction and answers one or two questions. The hiring managers can do a quick “yea or nay” screen based on the videos for those candidates who maybe looked strong on paper, but present poorly in person. It saves hiring manager’s time and moves them toward the right candidate.